

Message Text

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PAGE 01 STATE 118890
ORIGIN ARA-14

INFO OCT-01 ISO-00 SIG-03 ICA-11 /029 R

DRAFTED BY ARA/CAR:A HEWITT/KAR
APPROVED BY ARA/CAR:A HEWITT
-----061856 101755Z /64

R 101701Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY PORT AU PRINCE
AMEMBASSY SANTO DOMINGO
AMEMBASSY PARAMARIBO
AMEMBASSY NASSAU
AMEMBASSY BRIDGETOWN
AMEMBASSY GEORGETOWN
AMCONSUL MARTINIQUE
AMCONSUL CURACAO
AMEMBASSY PORT OF SPAIN
AMEMBASSY KINGSTON

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E.O. 11652: N/A

TAGS: OTRA, SGEN, XL

SUBJECT: THE CARIBBEAN TO BE THEME OF 1979 SUPER BOWL

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1. THE NATIONAL FOOTBALL LEAGUE, NFL, HAS DECIDED TO MAKE THE CARIBBEAN THE THEME OF THE 1979 SUPER BOWL TO BE PLAYED NEXT JANUARY IN THE ORANGE BOWL IN MIAMI. THE NFL EXPECTS TO UTILIZE THE CARIBBEAN THEME IN DEVELOPING THE HALF-TIME SHOW AND ALSO IN OTHER ACTIVITIES SURROUNDING THE EVENT, PARTICULARLY THE LARGE MEDIA RECEPTION WHICH TRADITIONALLY TAKES PLACE THE NIGHT BEFORE THE SUPER BOWL. THE NFL IS WORKING PRIMARILY THROUGH THE CARIBBEAN HOTEL LIMITED OFFICIAL USE

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ASSOCIATION AND THE CARIBBEAN TOURISM ASSOCIATION BUT HAS ASKED FOR THE DEPARTMENT'S ADVISE AND GUIDANCE. ARA/CAR ASHLEY HEWITT MET WITH NFL COMMISSIONER AND OTHER OFFICIALS OF THE NFL ON MAY 4 TO REVIEW PLANS FOR NEXT YEAR'S SUPER BOWL AND CONSIDER THE CARIBBEAN ASPECTS.

2. THE NFL IS CONSIDERING INVITING CHIEFS OF STATE FROM

CARIBBEAN COUNTRIES TO ATTEND THE SUPER BOWL AND THE MEDIA RECEPTION. THE DEGREE OF EXPOSURE OF EACH ATTENDING CHIEF OF STATE IS UNCLEAR BUT IT COULD BE CONSIDERABLE. YOUR ADVISE ON WHETHER AN INVITATION TO THE CHIEF OF STATE OF YOUR HOST COUNTRY WOULD BE HELPFUL.

NOTE: THE NFL TELLS US THAT THE GUEST LIST AT THE MEDIA RECEPTION IS FLEXIBLE BUT THAT NO MORE THAN THREE OR FOUR TICKETS TO THE SUPER BOWL GAME COULD BE GIVEN TO EACH PARTY. IF THE CHIEF OF STATE OF YOUR HOST COUNTRY CUSTOMARILY TRAVELS WITH A LARGE ENTOURAGE WHICH EXPECTS TO BE INCLUDED IN ALL EVENTS THIS MIGHT RENDER AN INVITATION INAPPROPRIATE. YOUR ESTIMATE OF WHETHER A CHIEF OF STATE WOULD ACCEPT AN INVITATION WOULD ALSO BE HELPFUL.

3. THE NFL IS ALSO INTERESTED IN IDENTIFYING COLORFUL MARCHING BANDS OR UNITS THAT MIGHT BE INVITED TO PARTICIPATE IN HALF-TIME ACTIVITIES OR OTHER EVENTS CONNECTED WITH THE SUPER BOWL. FOR EXAMPLE, HEWITT MENTIONED THE POLICE BAND FROM THE BAHAMAS AND THE JDF BAND FROM JAMAICA. WELL PREPARED AND COLORFULLY COSTUMED CARNIVAL-TYPE GROUPS MAY ALSO BE INVITED. THE NFL WILL PROBABLY BE PREPARED TO LODGE AND FEED GROUPS WHILE IN MIAMI AND ALSO PROVIDE TRANSPORTATION TO THE SUPER BOWL AND RELATED EVENTS. HOWEVER, INTERNATIONAL TRANSPORTATION WOULD HAVE TO BE PAID BY THE HOST GOVERNMENT OR SOME OTHER SOURCE. YOUR LIMITED OFFICIAL USE

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SUGGESTIONS WOULD BE APPRECIATED.

4. NFL IS ALSO CONSIDERING INVITING DISTINGUISHED ATHLETES, BOTH THOSE CURRENTLY ACTIVE AND PAST "GREATS" FROM THE CARIBBEAN AREA TO BE SPECIAL GUESTS AT THE MEDIA RECEPTION AND THE SUPER BOWL. NAMES AND BACKGROUNDS OF "WORLD CLASS" ATHLETES FROM YOUR HOST COUNTRY, WHETHER RESIDING AT HOME OR PERHAPS IN THE U.S. WOULD BE A HELPFUL INPUT.

5. SIMILARLY, SUGGESTIONS ON PEOPLE OF CARIBBEAN ORIGIN IN THE ENTERTAINMENT FIELD WHO HAVE AN INTERNATIONAL REPUTATION AND WHO MIGHT BE INVITED WOULD BE HELPFUL.

ACTION: DO NOT APPROACH HOST GOVERNMENT AT THIS TIME, BUT YOUR SUGGESTIONS AND THOSE OF YOUR COUNTRY TEAM WOULD BE EXTREMELY USEFUL. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ATHLETIC PRESENTATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 10 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE118890
Document Source: CORE
Document Unique ID: 00
Drafter: A HEWITT/KAR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780198-1103
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780573/aaaacjyc.tel
Line Count: 111
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 984130a1-c288-dd11-92da-001cc4696bcc
Office: ORIGIN ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2733881
Secure: OPEN
Status: NATIVE
Subject: THE CARIBBEAN TO BE THEME OF 1979 SUPER BOWL -
TAGS: OTRA, SGEN, SCUL, XL, US
To: PORT AU PRINCE SANTO DOMINGO MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/984130a1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014